

## Message Text

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14-11

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 /018 W  
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P R 240753Z APR 75  
FM AMEMBASSY TAIPEI  
TO USDOC WASHDC PRIORITY  
INFO SECSTATE WASHDC 4950

UNCLAS TAIPEI 2207

USDOC FOR OIM/FE--SONNE

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: REMEDIAL ACTIONS TO REDUCE SHORTFALL OF TRADE  
CENTER'S FY-75 BUDGET

REF: USDOC 6019

1. TRADE CENTER TAIPEI ACKNOWLEDGES SERIOUSNESS OF DEFICIENCIES  
IN FY'75 BUDGET DUE TO SHORTFALL OF EXHIBITORS' CONTRIBUTIONS.  
ACTIONS ARE BEING TAKEN TO IMMEDIATELY REDUCE TC BUDGET REQUIRE-  
MENTS BY 8030 DOLLARS. ADDITIONAL BUDGET REDUCTION WOULD  
SERIOUSLY RETARD PROMOTION ACTIVITIES FOR UPCOMING EVENTS  
AND UNDULY RESTRICT PHYSICAL OPERATIONS OF CENTER FOR BALANCE  
OF FY-75.

2. REFTTEL 2,A.  
OVERTIME WILL BE ELIMINATED. SAVING 120 DOLLARS.

3. REFTTEL 2,B.  
A) BSP BROCHURE IN PRINT AND CAN NOT BE STOPPED.  
B) PRINTING OF VSMF BROCHURE WILL BE POSTPONED. SAVING  
277 DOLLARS.  
C) XEROX BROCHURE NOT INCLUDED AS A PRINTING COST. TC  
REGRETS ERROR IN NARRATIVE SECTION OF MARCH BUDGET REPORT  
CONCERNING CODE 248, PRINTING AND REPRODUCTION SECTION. THE  
PARA SHOULD READ: "\$4929 ESTIMATED FUTURE COSTS ARE FOR JUNE  
SHOW, TRADE CENTER BROCHURE, BSP BROCHURE, BROCHURE FOR VSMF

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SYSTEM AND XEROX CHARGES."

- D) PURCHASE OF IBM MEMORY 82 TYPEWRITER POSTPONED UNTIL FY-76. SAVING 6077 DOLLARS.
- E) PURCHASE OF PITNEY BOWES POSTAGE METER POSTPONED UNTIL FY-76. SAVING 690 DOLLARS.
- F) ALTHOUGH PRINTING PACKAGE FOR THE TRADE CENTER BROCHURE IS IN PROCESS, PRINTING & FUNDING WILL BE POSTPONED UNTIL FY-76. SAVING 863 DOLLARS.
- G) SAVING EFFECTED BY A,B,C,D,E & F TOTALS 8027 DOLLARS.

4. REFTEL 2,D.

THE ADDITIONAL COMPONENTS FOR THE OFF-SITE SYSTEM HAS BEEN CONTRACTED AND PRODUCTION IS IN THE FINAL STAGES. THEREFORE, TC UNABLE TO DEFER THIS FY-75 COST. HONG KONG HAS BEEN INFORMED THAT THE EXHIBIT SYSTEM WILL BE AVAILABLE TO THEM AND WILL BE DELIVERED IN EARLY SEPTEMBER. THE AVAILABILITY OF A COMPLETE SYSTEM FOR THE HONG KONG FORTNIGHT SHOULD REDUCE THEIR COST PROPORTIONATELY AS THE ORIGINAL PLAN WITH THE CONSULATE GENERAL REQUIRED THEIR SUPPLYING THE ADDITIONAL PARTS TO COMPLETE A BOOTH LAYOUT. (TAIPEI 799, 2/18/75) NON-MERO PARTS CANNOT BE ADDED TO THE METROSYSTEM TO ASSEMBLE THE BOOTHS WITHOUT DAMAGING THE SYSTEM. THEREFORE, THE TAIPEI TC PROCEEDED WITH THE PLAN, IN EARLY FEBRUARY, TO BUILD THE APPROPRIATE PARTS TO SUPPLY HONG KONG WITH A WORKABLE AND COMPLETE OFF-SITE EXHIBITS SYSTEM.

DAMAGE TO FORMICA DIVIDER PANELS CAN COST UP TO 100 DOLLARS PER PANEL DEPENDING UPON ITS SIZE. CARE IN PACKING AND HANDLING IS ESSENTIAL TO PREVENT DAMAGE AND REDUCE REPAIR COSTS.

5. REFTEL 3,B.

SCHEDULE OF ESTIMATED FUTURE PRINTING COSTS (CODE 248) IS AS FOLLOWS: FUTURE SHOW PRINTING COSTS 1600 DOLLARS, VSMF BROCHURE 277 DOLLARS, TC BROCHURE 863 DOLLARS, BSP BROCHURE 889 DOLLARS, MISC. PRINTING 300 DOLLARS AND XEROX CHARGES MINIMUM 1000 DOLLARS. TOTAL 4929 DOLLARS.

6. COMMENTS RE ABOVE:

A. BSP BROCHURE IN FINAL STAGE OF PRINTING AND CANNOT BE SUSPENDED. BROCHURE CONTAINS FACTS OF TC FACILITIES, SPACE LAYOUT, SERVICES AND PARTICIPATION COSTS AT A "NOMINAL CHARGES". "NOMINAL CHARGE" TERM IS BEING USED BY OTHER FAR EAST TCS, AND UNCLASSIFIED

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WAS CONSIDERED APPROPRIATE DURING DISCUSSION WITH OIM MANAGEMENT WHO ATTENDED COMMERICAL OFFICERS CONFERENCE HELD IN TAIPEI DURING JANUARY 1975.

B. POST AND TC URGES EVERY EFFORT BE EXTENDED TO CONTINUE CONTRACT FOR VSMF BEYOND THE ONE YEAR TRIAL PERIOD. TAIPEI A-76, 4/22/75 SUMMARIZES VALUE OF SYSTEM AS A COMMERICAL TOOL FOR CHINESE BUSINESSMEN SEEKING IMMEDIATE DETAILED INFORMATION FOR THE PURCHASE OF A BROAD RANGE OF AMERICAN MADE PRODUCTS.

THE VSMF IS A MODERN AND INNOVATIVE SYSTEM FOR STORING COMMERCIAL INFORMATION IN THE COMMERCIAL SECTION/TRADE CENTER LIBRARY THAT HAS BEEN NEEDED FOR YEARS. THE SYSTEM CONTAINS COMMERCIAL INFORMATION AS VALUABLE TO THE CHINESE BUSINESSMEN, UNLIKE, BUT EQUALLY IMPORTANT AS THE WTDR IS TO THE AMERICAN BUSINESSMAN.

THROUGH A-5128, 6/17/74, THE EMBASY AND TRADE CENTER WAS REQUESTED TO "WIDELY PUBLICIZE THE AVAILABILITY OF THIS SERVICE TO THE LOCAL BUSINESS COMMUNITY AS A MEANS OF IDENTIFYING U.S. SUPPLIERS." THE PUBLICITY PROGRAM WAS OUTLINED IN TAIPEI A-76. A BROCHURE AT THIS JUNCTURE OF THE PUBLICITY CAMPAIGN WAS CONSIDERED AN INEXPENSIVE AND APPROPRIATE VEHICLE TO SUSTAIN COMMUNICATION WITH THE BUSINESS COMMUNITY INFORMING THEM OF THE AVAILABILITY OF THE SYSTEM. IT WAS INTENDED AS A HANDOUT, ENVELOPE STUFFER AND REMINDER TO ACCOMPANY THE POST'S BIMONTHLY NEWSLETTER.

THE POST HOPES THAT THE BROCHURE IS NOT PREMATURE, BUT IN VIEW OF THE BUDGET LIMITATIONS, THE PRINTING OF A BROCHURE WILL BE POSTPONED UNTIL FY-76.

7. TRADE CENTER URGES OIM TO ADVISE TAIPEI OF A FIRM BUDGET LEVEL FOR FY-75. TC CURRENTLY WORKING WITH BUDGET AUTHORIZATION OF 169,980 DOLLARS. WITH REDUCTION OF 8030 DOLLARS, TC FORESEES A BUDGET AUTHORIZATION OF 161,950 DOLLARS AS MINIMUM REQUIREMENT FOR FISCAL YEAR. TC REQUESTS CONCURRENCE AND AUTHORIZATION ASAP.  
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